

THE HECHT CO.

THE HECHT CO.

CORDUROY ..

THE SPORTY THING TO WEAR

Men's Corduroy
SPORT COATS

Smartly tailored of narrow or wide-wale corduroy with three leather buttons, change pocket and sporty flap pockets. Three-button, single breasted drape models that can be worn with any slacks. Fully lined with lustrous rayon or plaid cotton. Tans and browns in sizes 35 to 44.

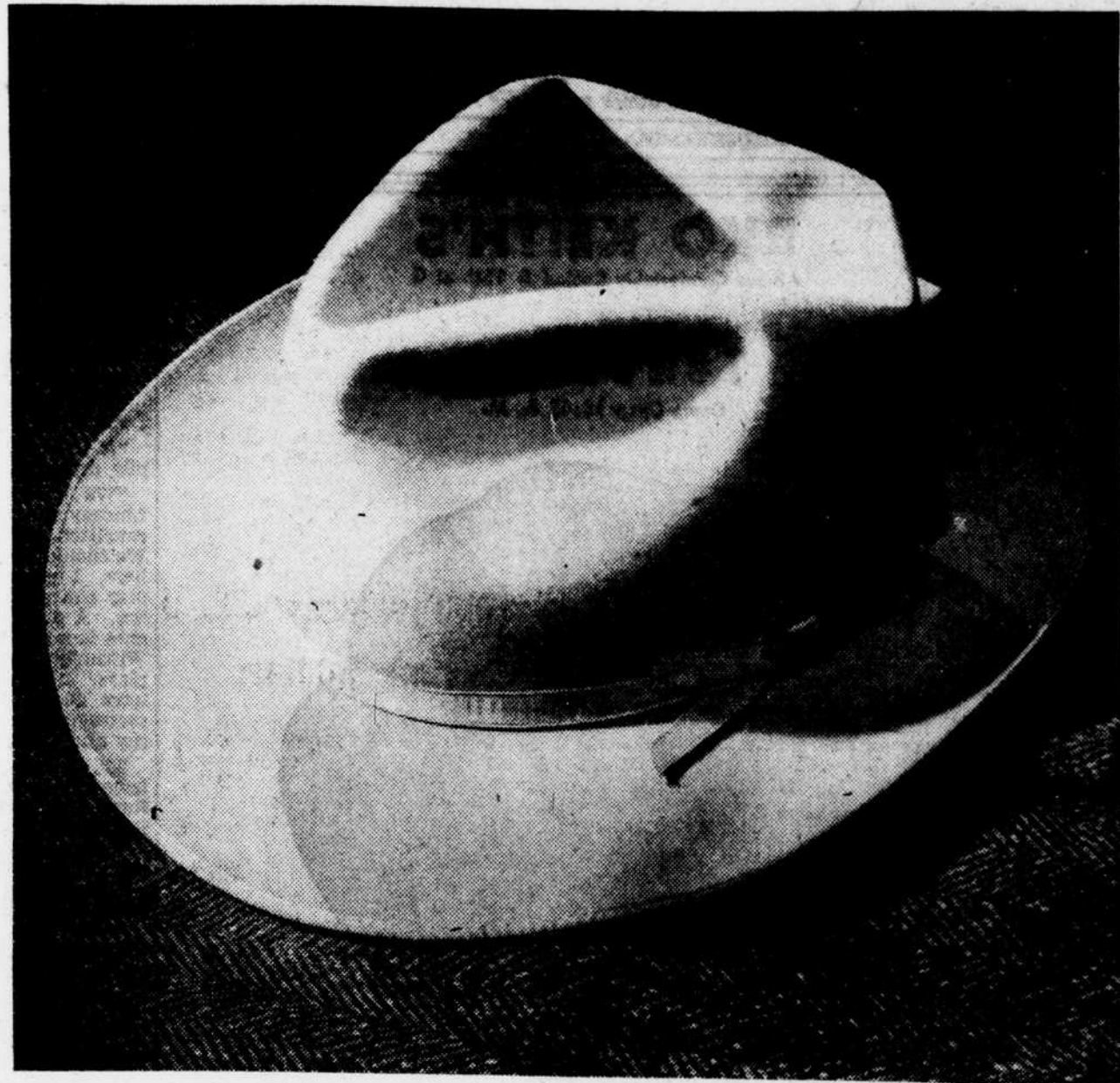
10.95 and 13.25

Men's Corduroy
SPORT SLACKS

Blend these slacks with the corduroy sport coat above or, in fact, wear it with any sport coat or shirt in your wardrobe. In plain shades of tan, brown or blue. Pleated and plain fronts, large, deep pockets and strong, reinforced seams. Waist sizes 29 to 46.

4.65 to 6.95

The Hecht Co. COOL
SPORT SHOP, Street
Floor, E. St. Building.



IT'S AS LIGHT IN WEIGHT AS YOUR STRAW!

THE NEW HECHTONIAN
3-OUNCE 'FLIGHT' FELT

"I've got a new Hechtonian Felt Hat that's just as light as a straw hat," exclaimed the Buyer of hats as he dashed into our office. "That's a pretty strong statement," we doubted back at him. "You've got to show us."

And prove it he did. Took a lightweight straw and this new Hechtonian "Flight" felt hat ... both in size 7 ... and alternated them on the scale. And each one stopped the pointer at exactly three ounces. We'll be glad to weigh them for you, too, and prove that a felt can be just as light in weight as a straw.

This "Flight" has a narrow band, a tapering crown, a bound edge and is made of pure fur felt. Altho light in weight it will absorb an unusual amount of punishment. Seven new fall shades in sizes 6 3/4 to 7 1/2.

The Hecht Co.—COOL MAN'S STORE—Street Floor

6.50

INCOMING TRAINS



New Arrivals ...

MEN'S FAMOUS SHELDON SUITS, TOPCOATS AND OVERCOATS

29.75

The All Wool Tweed Suits have just arrived ... smartly tailored of 100% virgin wool in handsome herringbone or diagonal weave tweeds that are rough to your eye but smooth to your touch. And important, too, is that you can wear the jacket or trousers with any others in your wardrobe. That gives you two more fall sports outfits at no additional cost. Your choice of tans, browns, greys and oxfords in sizes for regulars, shorts, longs, stouts and short stouts.

The new arrivals of Duro-Face Topcoats are in the most popular button-front model with set-in sleeves. Duro-Face is a sturdy, durable fabric in herringbone, hair-blend fleece or saxony weave. In natural, tan, grey, brown or blue.

The Paca-Fleece Overcoats are in a soft, fleecy fabric that gives you warmth without weight and is no burden on your shoulders. Also in a button-front model with set-in sleeves and comes in oxford grey, medium grey or brown.

The Hecht Co.—MODERN MAN'S STORE—Second Floor

P. S. What with night baseball games and football just around the corner, a Sheldon Tweed Suit or Topcoat will be just the thing to keep you comfortable in the chilly evening air.

Shop Thursday from 12:30 noon 'til 9 at night ...

The Hecht Co.

F STREET, 7th STREET, E STREET NATIONAL 5100